



# The student app. Protection, wellbeing, rewards and more from the student specialists.

Bringing ease, value and support to you and your students.



# A little intro



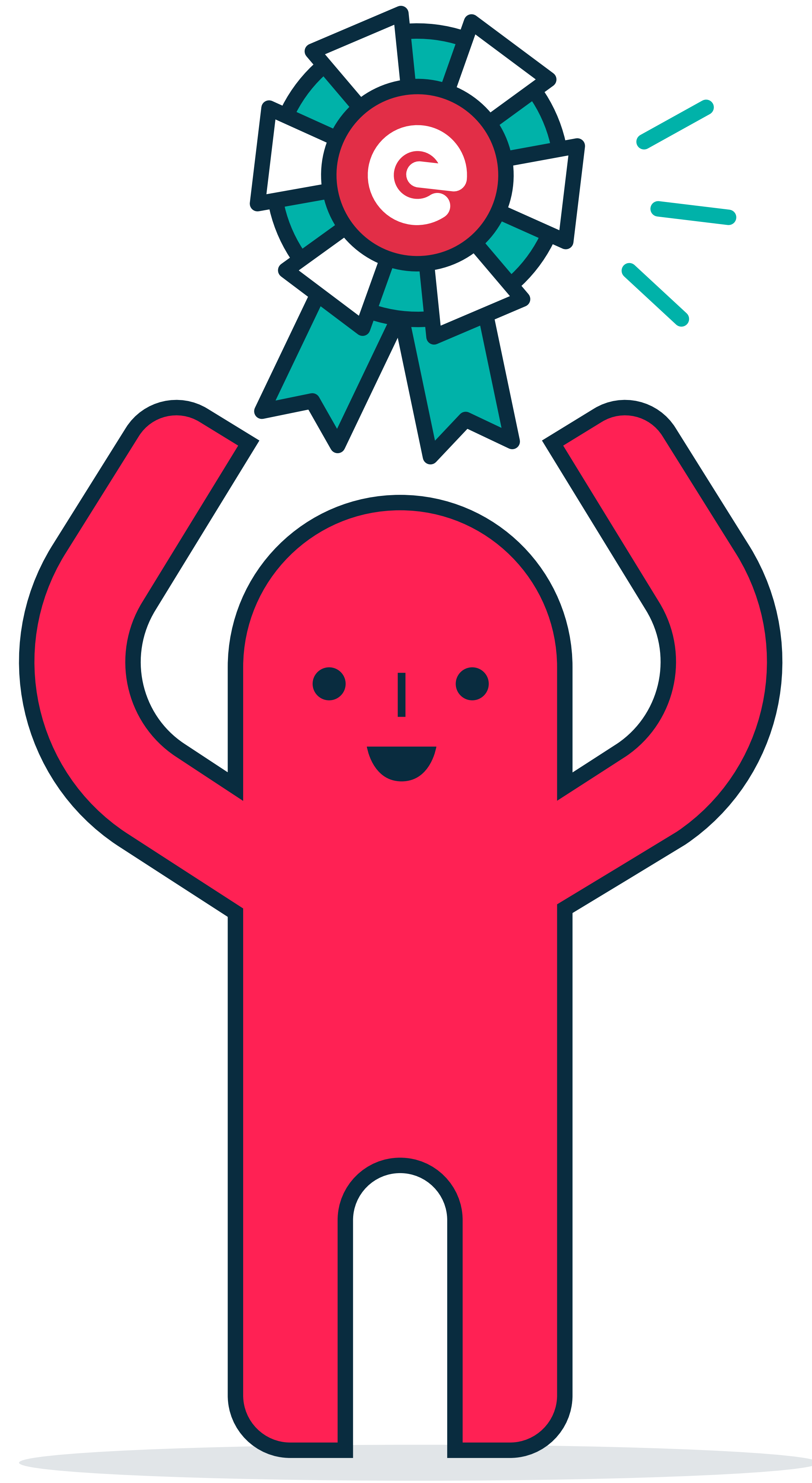
## **At Endsleigh, we're proud to be a trusted partner to student accommodation providers across the UK.**

It is our mission to continually evolve and enrich our offering for the benefit of our partners and their students; to bring value over and above anything available elsewhere.

Over the last 18 months, despite the challenges of the COVID pandemic, we've managed not only to adapt our provision to meet the needs of partners and students, but have also been on a journey of growth – evaluating the Endsleigh brand, purpose, vision and offering, both in the immediate future and in the longer term.

We're excited to share these updates with you and to outline all the features, benefits and value that this will provide you and your students.

**Let's get started!**



# Our purpose

**To make student life easier, more  
affordable and more rewarding.**

To be the curator of everything that is relevant to a student,  
for their personal, financial and everyday wellbeing – during  
their years in education and their lives beyond.





# Our mission

**To create an enduring digital hub  
at the heart of the student's life.**

A single point of access for a whole host of student-centric products, services and propositions. Packed with value. Driven by relevance.



# Your advantage

**Ease, value, relevance, support  
and protection for your students.**

Everything a student needs delivered in an essential app,  
made available through their accommodation provider.

# Endsleigh is evolving

**Building on our heritage, expertise and passion,  
to become a definitive resource for students.**



## A snapshot of our history

Endsleigh was founded by the NUS back in 1965, with the specific remit of serving students.

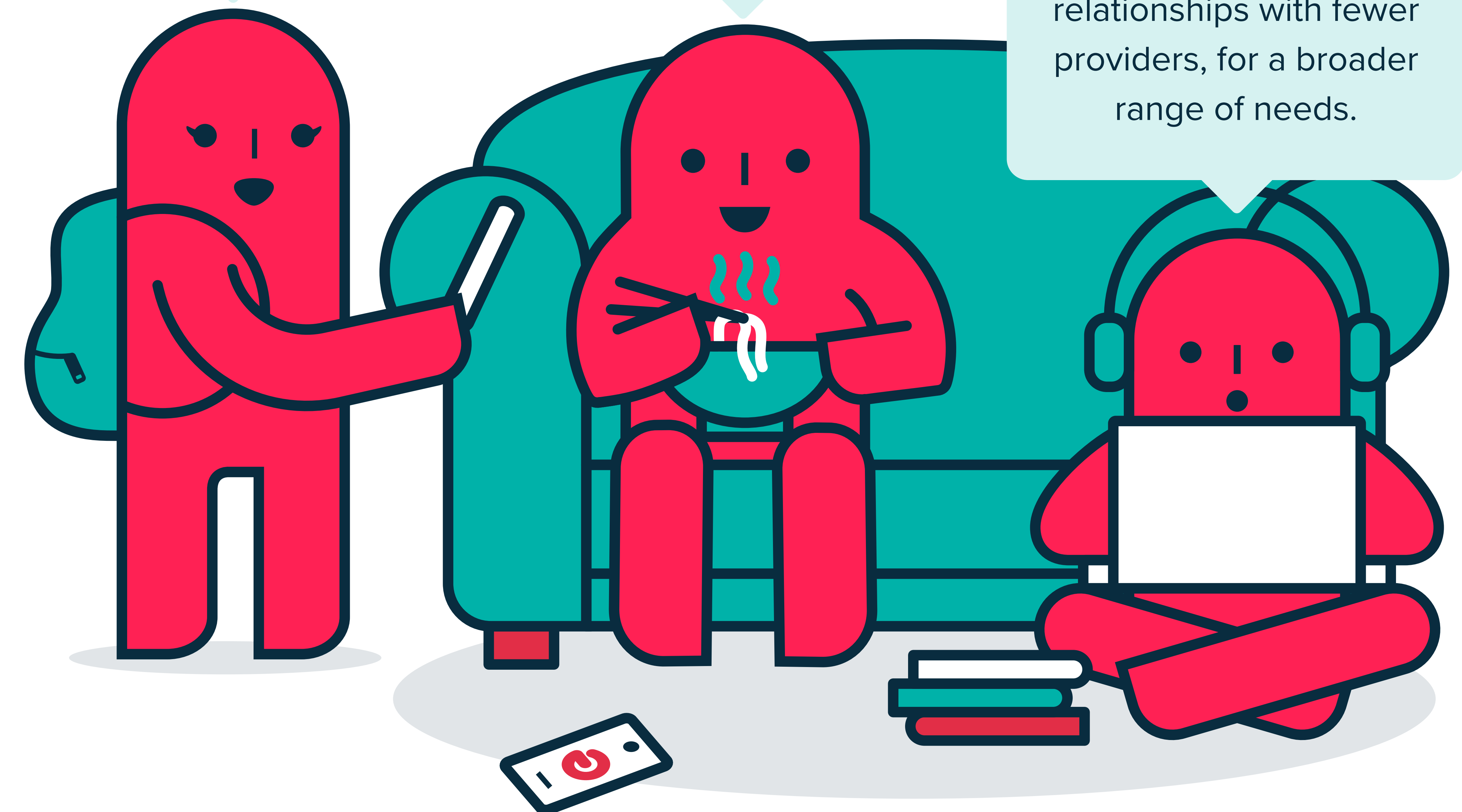
From day one, we've dedicated ourselves to providing specialist support and tailored protection for young people in education. From this foundation, we've grown our expertise and product suite, to become the number one student insurance provider.

**Students today, however, are worlds apart from those we served half a century ago – and we are evolving our offering to serve a new generation, of digital natives.**

Present and future student intakes have entirely new wants, needs and expectations from the brands they engage with.

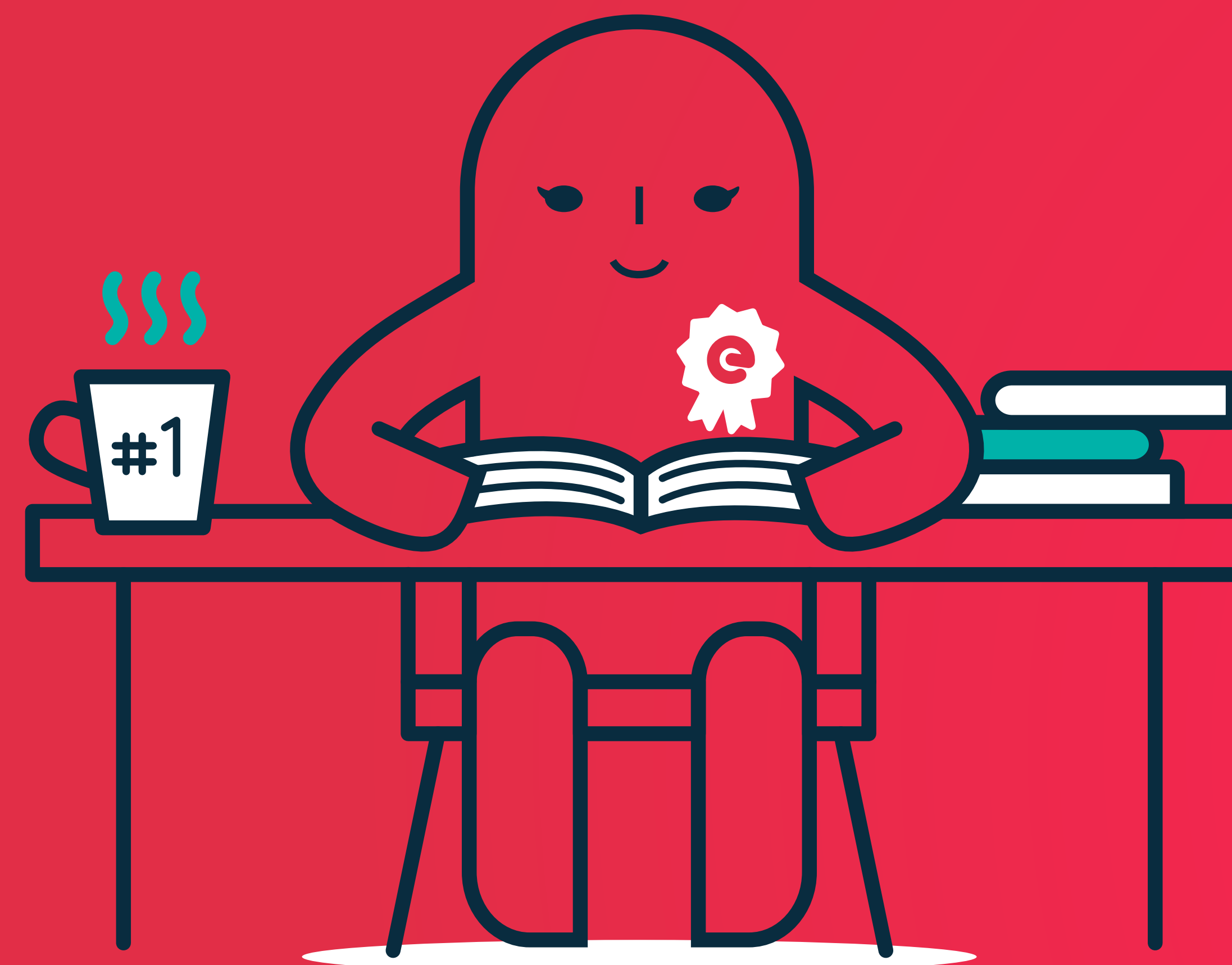
Ease, relevance and value – digitally delivered – is the new minimum expectation.

As a result, students develop trusted relationships with fewer providers, for a broader range of needs.





# The Endsleigh brand



## Review

In 2020, Endsleigh took the opportunity to review and evaluate our brand presence, to ensure absolute relevancy and authenticity within the student segment.



## Student-centric

Our strategy focused on ensuring that the student-centricity we practised internally, was manifest in the way we connect with customers externally – from how the brand looks and feels, to how it speaks and acts.



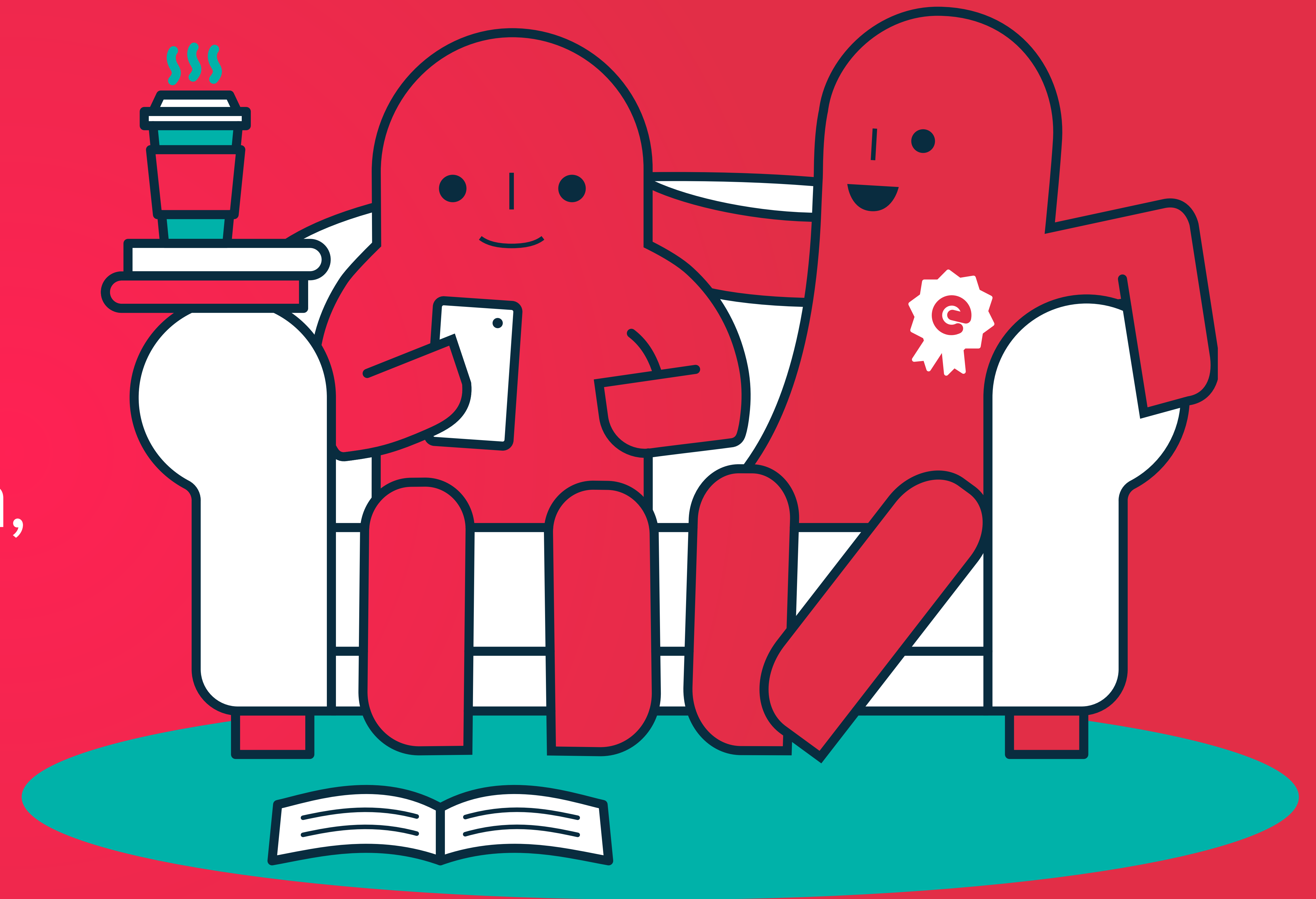
## Re-invigorated

The re-invigorated Endsleigh brand was launched in early 2021, cementing the foundation of our pathway to becoming student specialists holistically, not just in insurance alone.

Back in the day, Endsleigh was available on **campuses** or over the **phone**.

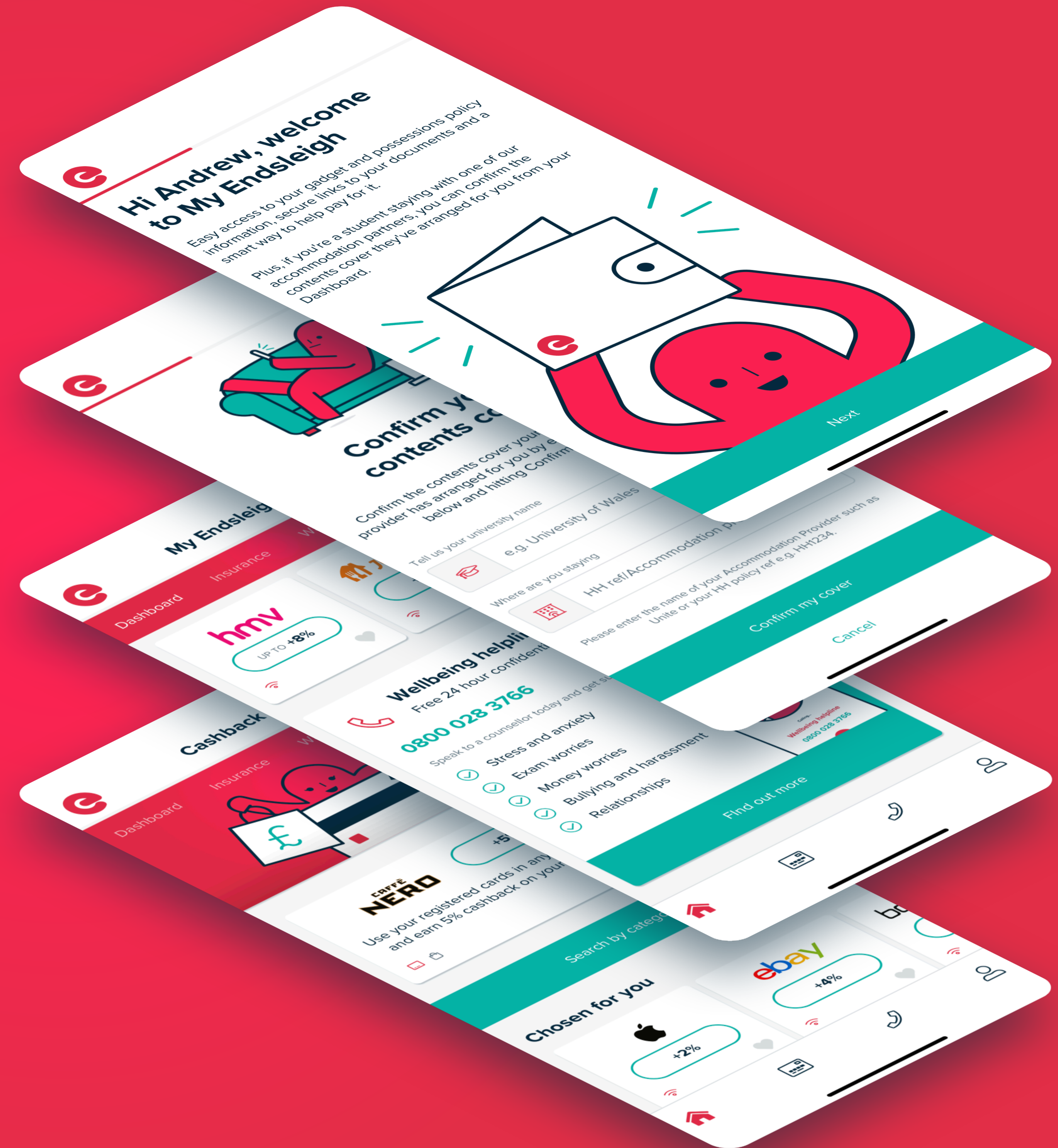
Today, Endsleigh is available anywhere, at the **touch of a button**, at any time of the **day** or **night**.

Always **listening**, **adapting** and **responding** to students.





**Student life  
made sweeter,  
with Endsleigh.**

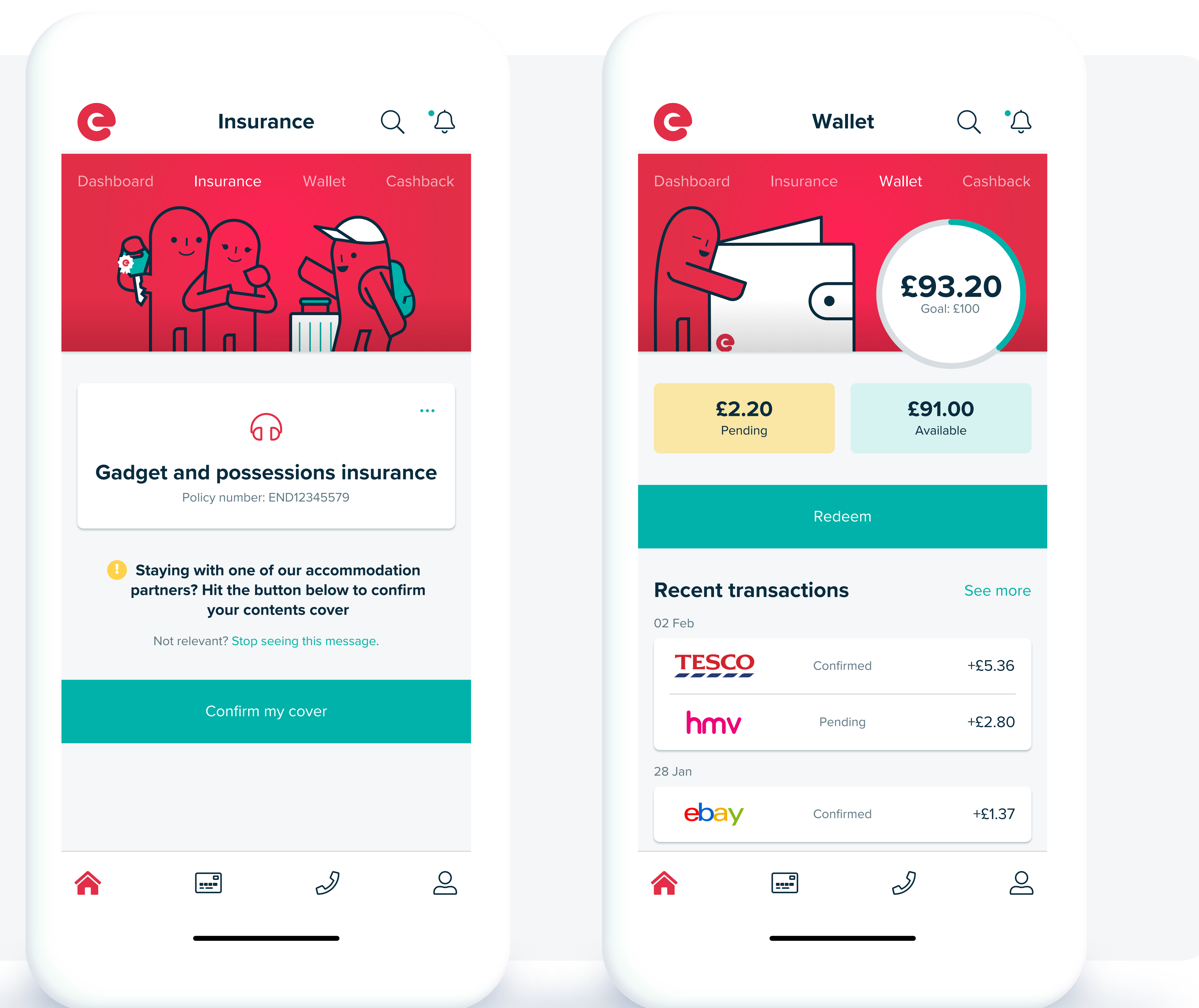




# My Endsleigh – The student app

In June 2021, the My Endsleigh app was launched to students nationwide. Establishing an initial foundation for the ultimate vision.

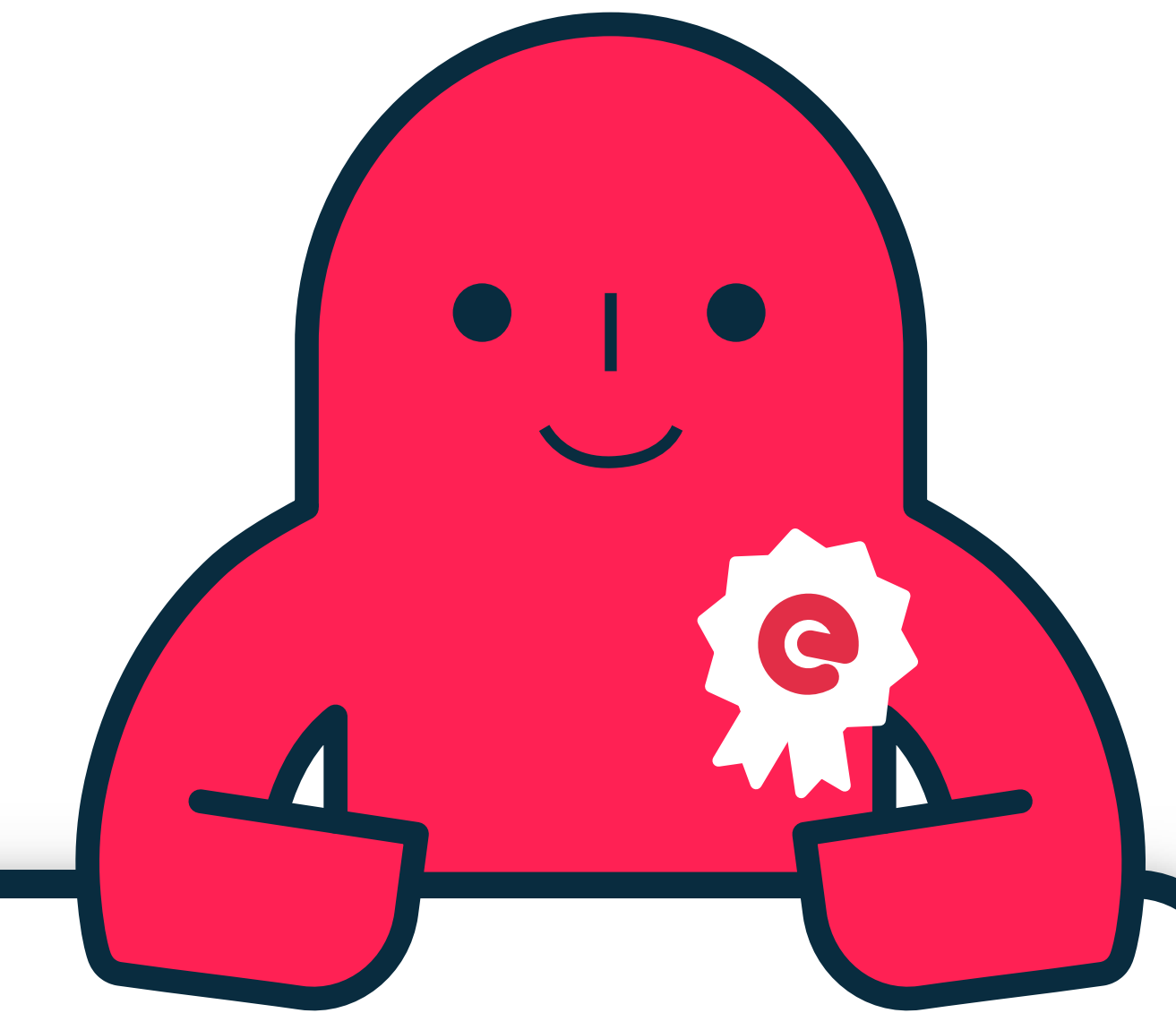
- 1 Quick, easy and free to download.
- 2 A singular app for access to **student-centric** products, including insurance.
- 3 Secure **access to existing insurance policies**, with the ability to **purchase additional cover** (*coming soon*).
- 4 Featuring **personalised, relevant** offers, products and content for each student.
- 5 A unique **value-exchange** mechanism at its heart, in the form of a **digital Rewards Wallet**.
- 6 The ability to collect **unlimited cash rewards** from normal student spending, with **thousands of partner retailers**.
- 7 A dedicated **wellbeing, safety** and **security** resource, specifically for students.



# What does this mean for you and your students?

A dedicated resource at your students' fingertips.

## Insurance specific



### Confirm cover via the app

Students have quick and easy access to the Endsleigh cover that has been arranged for them and are prompted to confirm that cover in the app.

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Exposing the benefit of the cover that has been arranged and providing ongoing access to documents, details and claims.

### Reduced query management

The app becomes the go-to resource for any student questions or concerns about their cover.

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Eliminating the time required for you and your staff to manage queries.

### Lower insurance costs

Through the digital Rewards Wallet and partner retailers, students can substantially reduce the cost of any future or additional possessions cover.

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Reducing the cost of a 'grudge' purchase and enabling additional protection.

### Insurance made simple

Endsleigh makes insurance easy to understand and access for students, the majority of whom will be engaging with protection for the first time.

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Making students' first experience of insurance easy and rewarding.

### Superior claims experience

By tapping the phone number in the app, students are put through to a dedicated claims handler in as little as 30 seconds.

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Making it as simple as possible to get a claim started and to benefit from the arranged cover.

### Ability to upgrade protection (*coming soon*)

Students can protect items such as phones and laptops when outside of their accommodation, by purchasing additional cover tailored to their needs.

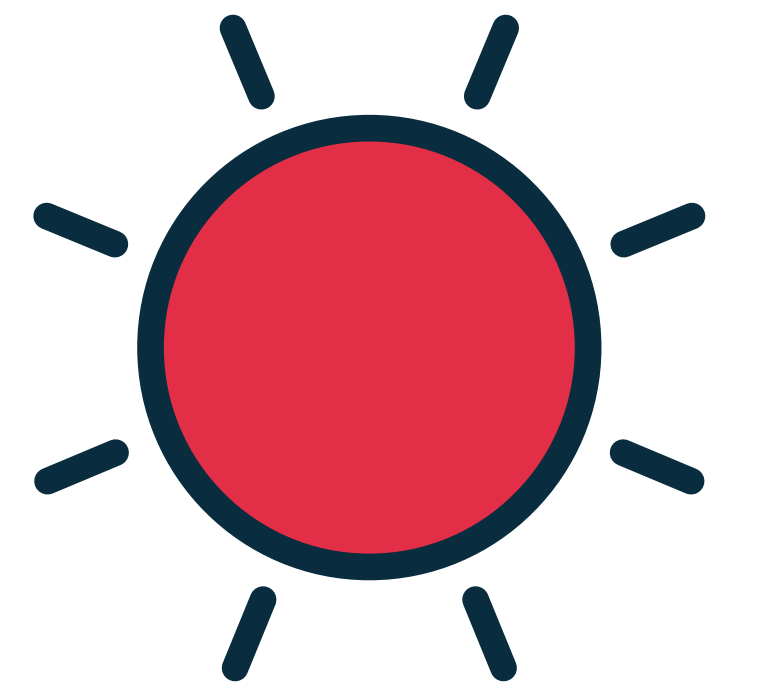
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By topping up their cover, students will have full protection that meets any bespoke needs.



# What does this mean for you and your students?

**Ease. Convenience. Relevance. Value. Rewards. More.**



## Overall benefits

### Everything in one place

Students currently have multiple relationships with different providers for various products and services. Endsleigh becomes a singular, specialist resource for all things student.

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Delivering ease, relevance and value to students everyday.

### Enhanced value exchange

A free app, filled with exclusive, student-centric products, perks, content and real-cash value rewards.

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Giving students even more reasons to choose your accommodation.

### An intelligently personalised experience

Students are provided with a dynamic, truly relevant, customer-centric experience with personalised offers and communications – evidencing to the student that they are known and valued.

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Creating meaningful, ongoing conversations with students and deeper student insights.

### Broader selection of relevant products

Building on a trusted relationship with students, we are broadening our product offering outside of insurance alone, to include financial services and more.

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Developing a singular, go-to resource for all student needs.

### Wellbeing tools and support

To support any existing wellbeing provision, My Endsleigh offers a free confidential helpline for students that is available 24/7.

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A complementary offering to support students' mental, physical and financial wellbeing.

### Endsleigh excellence

Every product, service or proposition that is added to the Endsleigh offering is put through a quality filter and relevance checker, to ensure that it brings maximum value to students.

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Intuitively serving, protecting and rewarding students.

**The features in more detail**



# Confirm your Cover

To help students understand their cover and benefit from it when they need to, we've streamlined the 'confirm your cover' experience and put it straight into the hands of students.



## The improved in-app CYC experience includes:



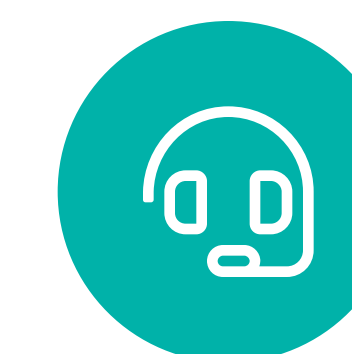
Prominent and omnipresent prompts for students to confirm their cover.



Easy, ongoing access to cover details and policy documents.



Additional, incentivised cover, available at any time.



Simple and immediate access to the claims team.

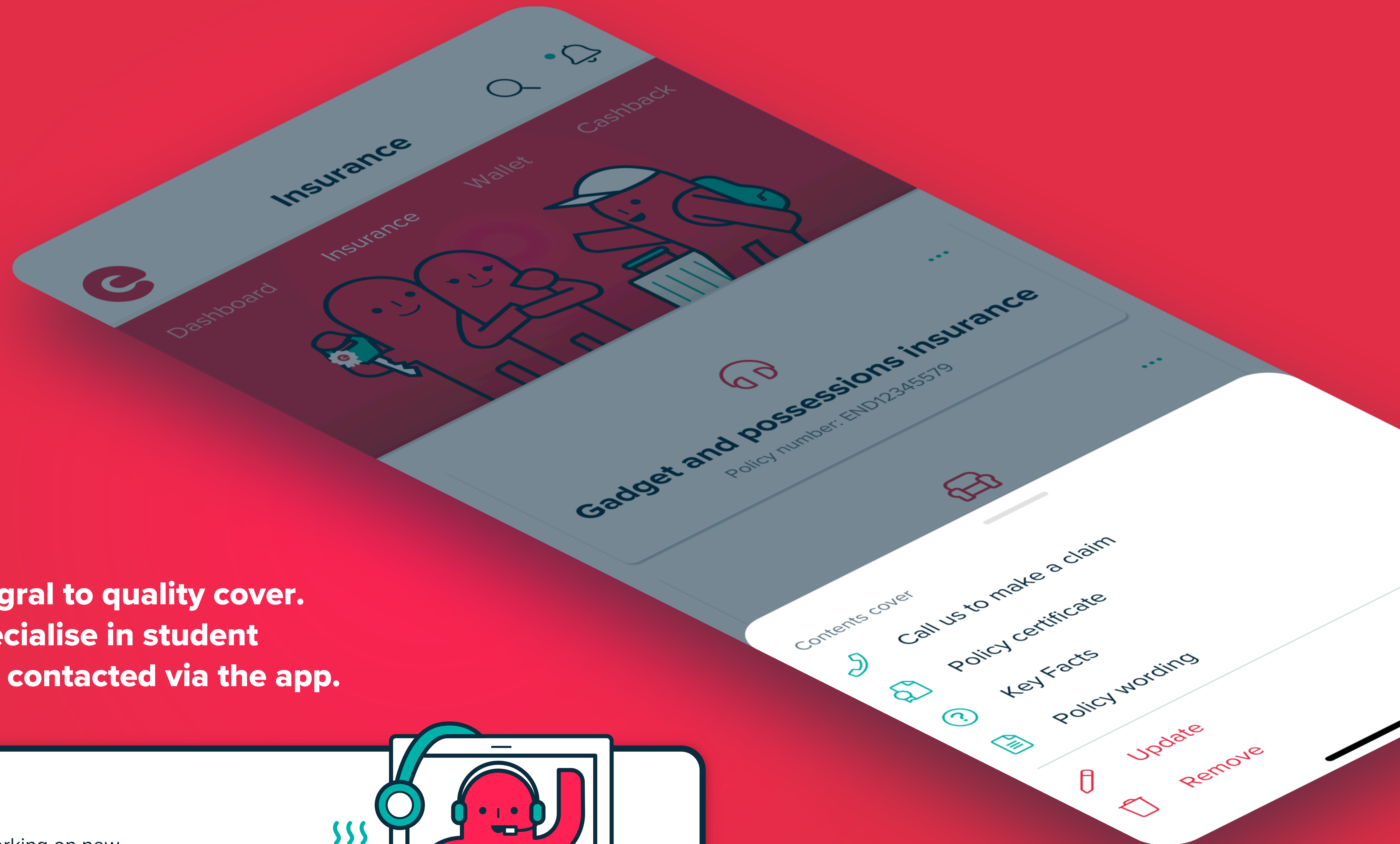


# Claims

**Quick and easy claims are integral to quality cover. Our dedicated claims team specialise in student possessions claims and can be contacted via the app.**

## Enhanced claims – (coming soon)

Using new technology and innovation we're working on new ways to streamline and enhance the claims process for you, your students and their parents and guardians.



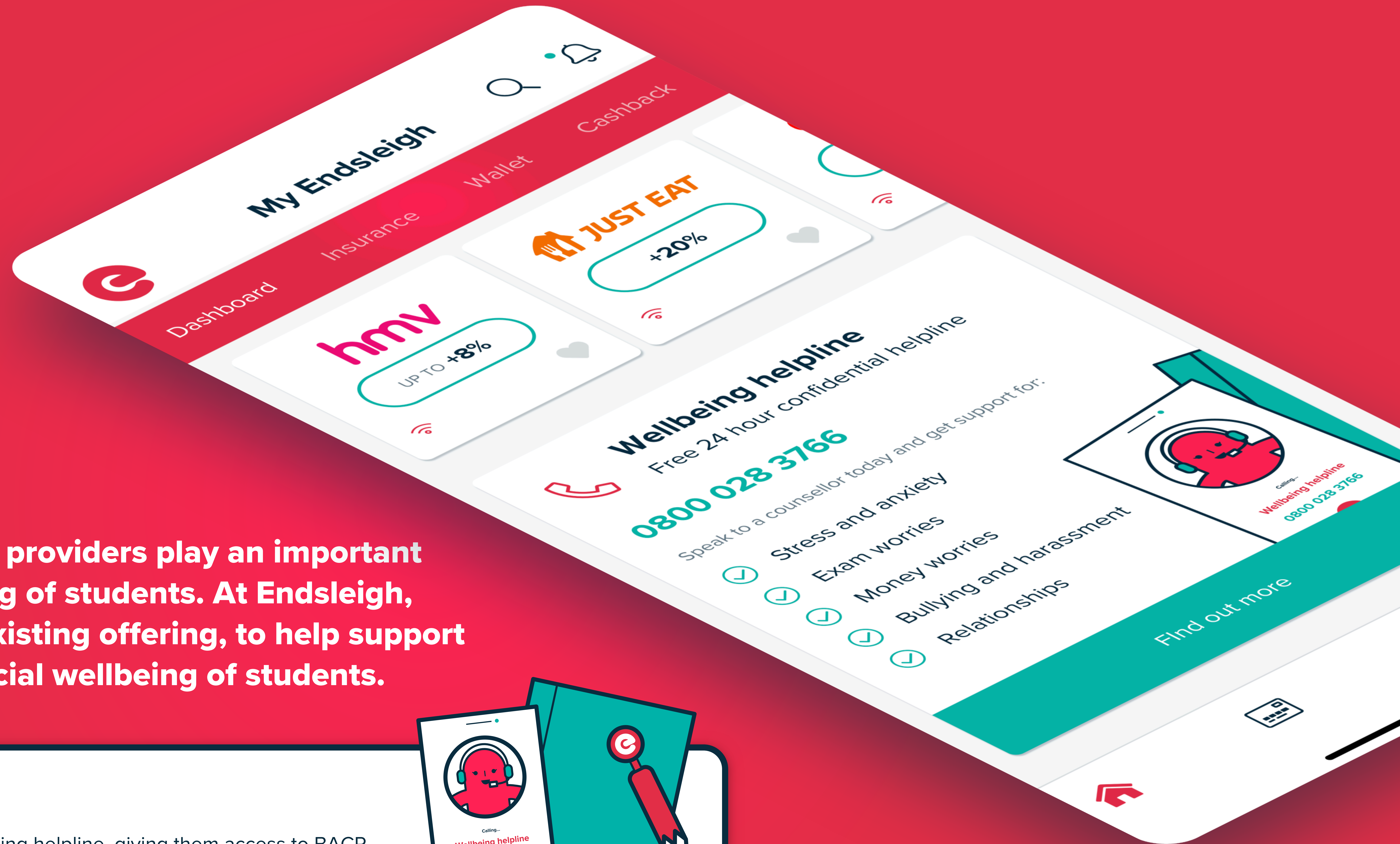


# Wellbeing

**We know that accommodation providers play an important role in supporting the wellbeing of students. At Endsleigh, we want to complement any existing offering, to help support the mental, physical and financial wellbeing of students.**

## 24/7 wellbeing helpline

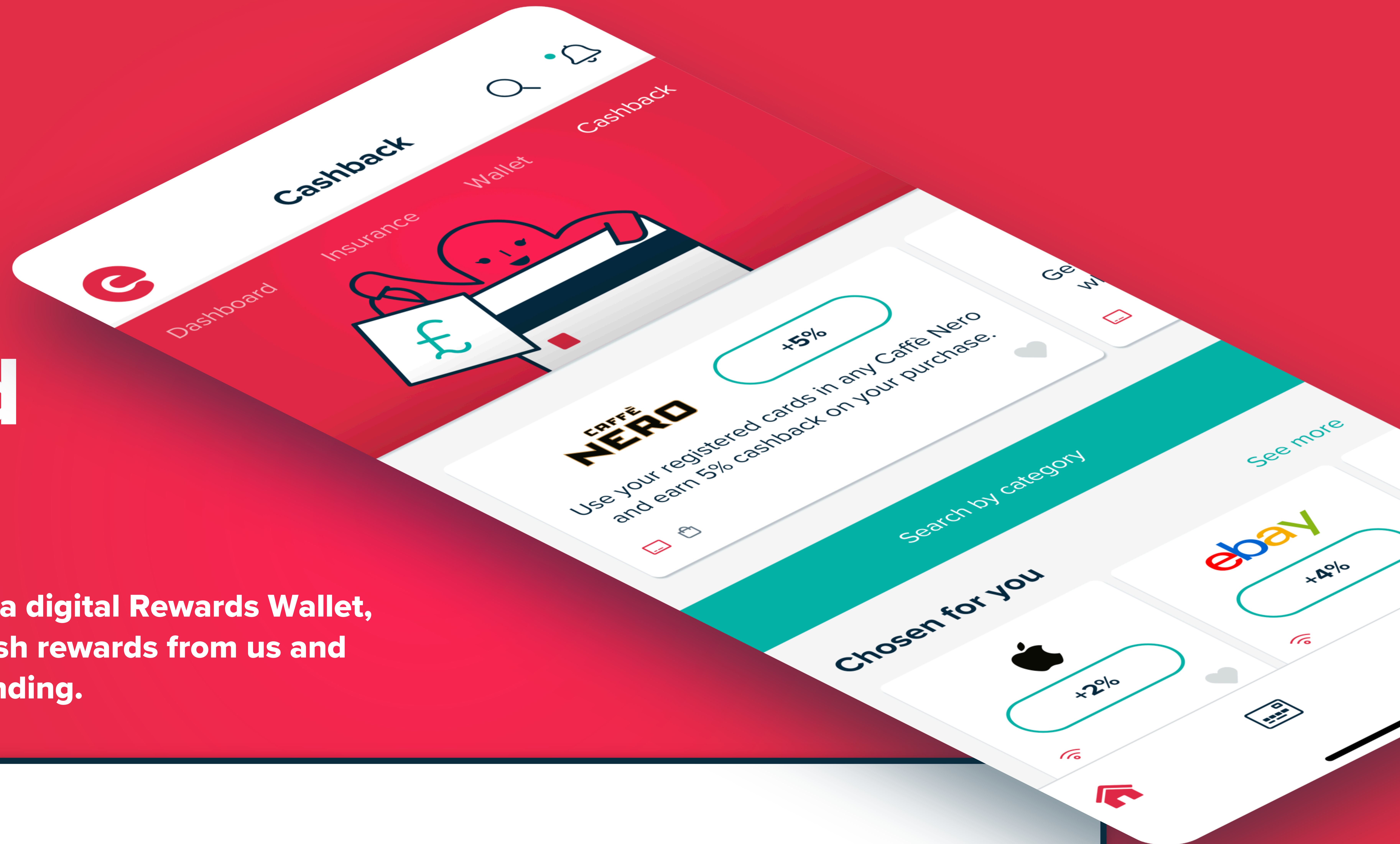
All My Endsleigh users have access to a wellbeing helpline, giving them access to BACP accredited counsellors, legal and financial information and support and medical advice. Plus, we'll be extending our wellbeing offering in the coming months.





# Wallet and rewards

**My Endsleigh also comes with a digital Rewards Wallet, which students can fill with cash rewards from us and from their normal student spending.**



## How it works



Students earn cash in their Rewards Wallet when they shop online with over 3,000 brands or use their registered cards with our OnCard partners.



We're working on new ways for them to earn more, including cashback on the purchase of new Endsleigh products and for referring their friends.



Currently, all confirmed cash in the students' Rewards Wallets can be redeemed when they purchase a new policy with Endsleigh. Plus, more ways to redeem coming soon.

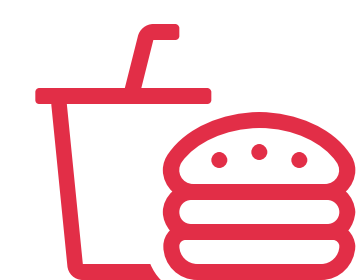


# My Endsleigh roadmap

**We are continually working towards a definitive student offering, comprised of protection, money, rewards, wellbeing, safety, security and more. Here's a summary of our development roadmap.**



Student insurance  
products



Discount  
dining



Safety and  
security tools



Financial  
wellbeing tools



Student  
marketplace



Plus,  
even more

# Student savvy



Our objective is to be the true facilitator of all things student.

A centralised point  
of access via the app.

Packed with products,  
services, content and  
rewards, all relevant  
to student life.

A place to confirm  
their contents cover  
and access it at any  
time.

Along with a digital  
Rewards Wallet to  
collect unlimited  
cash rewards.

Serving students  
as individuals.  
Supporting their  
safety, security and  
wellbeing.

**Ease. Value. Relevance. Support. Protection.**  
**All in the palm of the student's hand.**

# Got a question?

Just let us know. We're always here if you want to discuss anything included in this document, or any other part of the Endsleigh offering.

